In the Claims:

1. (currently amended) A calibration method for calibrating a fixed format emissive display device having a plurality of pixels, each pixel comprising at least three sub-pixels for emitting light of different real primary ~~colours~~ colors, the method comprising

determining, for each real primary ~~colour~~ color separately, a virtual target primary color,

determining a ~~colour~~ color gamut defined by the determined virtual target primary ~~colour which can be reached by at least 80% of the pixels of the display~~ colors, and

adjusting the drive currents to the sub-pixels to achieve a ~~colour~~ color inside the determined ~~colour~~ color gamut, wherein determining the color co-ordinates of a virtual target primary color comprises determining a center of gravity of a cloud formed by the color co-ordinates of the corresponding real primary colors of all pixels of the display device.

2. (cancelled)

3. (currently amended) The calibration method of claim 2, wherein the color co-ordinates determined for a virtual target primary color differ from the color coordinates of the ~~centre~~ center of gravity of a cloud by up to 20%.

4. (currently amended) The calibration method of claim 2, furthermore comprising determining a ~~line of gravity~~ center of gravity line of a cloud formed by the color co-ordinates of the real primary colors of all pixels of the display device corresponding to the virtual target primary color to be determined.

5. (currently amended) The calibration method of claim 4, furthermore comprising choosing the color co-ordinates of the virtual target primary ~~colour~~ color on the ~~line of gravity~~ center of gravity line or within a deviation of at most 20% of the ~~line of gravity~~ value of the color coordinates of a point located on the center of gravity line.

6. (original) The calibration method according to claim 1, wherein a target luminance for each target virtual primary is determined such that all or substantially all of the real primaries are able to realize the target luminance of the corresponding virtual primary.

7. (currently amended) The calibration method of claim 1, including determining a virtual target primary ~~colour~~ color that all the sub-pixels of the display device are able to achieve.

8. (currently amended) The calibration method of claim 1, including determining a ~~colour~~ color gamut that all the sub-pixels of the display device are able to achieve.

9. (currently amended) The calibration method of claim 1, wherein linear combinations of the virtual target primary colors are used to form the ~~colour~~ color gamut.

10. (currently amended) The calibration method of claim 1, wherein determining, for each primary ~~colour~~ color separately, the ~~colour~~ color co-ordinates of a virtual target primary ~~colour~~ color, depends on the application in which the display device is used.

11. (currently amended) The calibration method according to claim 10, wherein the virtual target primary ~~colours~~ colors are determined so as to give better results with respect to ~~colour~~ color saturation than with respect to ~~colour~~ color uniformity.

12. (currently amended) The calibration method according to claim 10, wherein the virtual target primary ~~colours~~ colors are determined so as to give better results with respect to ~~colour~~ color uniformity than with respect to ~~colour~~ color saturation.

13. (currently amended) The calibration method according to claim 7, wherein the determination of the target luminance of a virtual target primary ~~colour~~ color depends on the application in which the display device is to be used.

14. (original) The calibration method according to claim 7, wherein the target luminance of the virtual target primaries is selected so as to provide improved brightness uniformity.

15. (original) The calibration method according to claim 7, wherein the target luminance of the virtual target primaries is selected so as to provide a higher absolute brightness value.

16. (currently amended) The calibration method according to claim 1, wherein determining, for each primary ~~colour~~ color separately, the ~~colour~~ color coordinates of the virtual target primary ~~colour~~ color is performed after virtual target primary ~~colours~~ colors have been determined a first time.

17. (currently amended) The calibration method according to claim 7, wherein determining the target luminance of the virtual target primary ~~colours~~ colors is performed after virtual target primary ~~colours~~ colors have been determined a first time.

18. (currently amended) The calibration method according to claim 1, wherein the number of virtual target primary ~~colours~~ colors equals the number of real primary ~~colours~~ colors.

19. (currently amended) The calibration method of claim 1, wherein adjusting the drive current to the sub-pixels to achieve a ~~colour~~ color inside the determined ~~colour~~ color gamut comprises adjusting the drive current, not only of a first real primary ~~colour~~ color which would have a negative drive stimulus value, but also of at least one other real primary ~~colour~~ color which has a positive drive stimulus value.

20. (currently amended) The calibration method of claim 19, wherein adjusting the drive currents of the first real primary ~~colour~~ color and the at least one other real primary ~~colour~~ color is such that the ~~colour~~ color to be achieved inside the determined ~~colour~~ color gamut is projected orthogonally on a plane in a stimulus co-ordinate system, which plane is ~~span~~ spanned by stimulus co-ordinates of two real primary ~~colours~~ colors which would not have a negative drive stimulus.

21. (original) A fixed format emissive display device calibrated in accordance with claim 1.